

SENATE JOINT RESOLUTION 737

By Tracy

A RESOLUTION to recognize Jimmy Bedford on the occasion of his retirement.

WHEREAS, it is appropriate that the members of this legislative body should honor those citizens who have performed with uncommon devotion and enthusiasm throughout their years of industry; and

WHEREAS, Jimmy Bedford is one such estimable person who has served with distinction for twenty years as the Master Distiller for Jack Daniel's Tennessee Whiskey; and

WHEREAS, Mr. Bedford will be taking a much deserved retirement on March 31, 2008; and

WHEREAS, Jimmy Bedford first worked for the Jack Daniel Distillery in Lynchburg on a construction crew during his high school and college years; he returned to work at the distillery full-time in 1968 as a supervisor-trainee under Master Distiller Frank Bobo before becoming a supervisor, in which office he gained a broad knowledge of the distilling process, working in all aspects of the production of the famous whiskey; and

WHEREAS, Mr. Bedford's tireless efforts earned him recognition from his superiors, and he became the company's sixth Master Distiller in 1988, in which position he oversees the entire process of producing whiskey, including milling, yeasting, fermentation, distillation, charcoal mellowing, and maturation; his leadership was crucial to the success of the innovative Jack Daniel's Single Barrel and Buy the Barrel programs; and

WHEREAS, Jimmy Bedford has been active in the advertisement of the brand, promoting it in print and television ads and through public appearances worldwide. Efforts like these, combined with world-renowned product quality, have led to a boom in the brand's popularity, as it has increased its yearly sales from 800,000 cases forty years ago to a current level of almost 10,000,000 cases in 135 different countries, making it the most popular whiskey in the world; and

WHEREAS, as the oldest registered distillery in the United states, Jack Daniel's has been synonymous since its licensing in 1866, with the pursuit of distilling excellence and the old Number Seven brand is instantly identifiable with the finest qualities of Tennessee whiskey; Jack Daniel's is a proud part of the fabric of this State, and Jimmy Bedford has seamlessly built upon its history while guiding the distillery into a new era of prominence; and

WHEREAS, Mr. Bedford exemplifies the spirit and allegiance to family and community that are characteristic of a true Tennessean; and

WHEREAS, throughout his estimable career, Jimmy Bedford has demonstrated the utmost professionalism, ability, and integrity, winning the unbridled respect and admiration of colleagues; now, therefore,

BE IT RESOLVED BY THE SENATE OF THE ONE HUNDRED FIFTH GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE HOUSE OF REPRESENTATIVES CONCURRING, that we extend to Jimmy Bedford our heartfelt wishes for a happy and fulfilling retirement and every continued success in his future endeavors, even as we applaud his unwavering dedication during his many years of industry.

BE IT FURTHER RESOLVED, that an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.